

## ORDER



Des Moines IA KCWI

<b>Orders</b>	<b>Order / Rev:</b>	<b><u>2297161</u></b>
	Alt Order #:	
	Product Desc:	Political - :30s
	Estimate:	1814
	Flight Dates:	12/31/19 - 01/06/20
	Original Date / Rev:	12/23/19 / 12/23/19
	Order Type:	REG

Primary AE:	KCWI Local House
Sales Office:	L-DES
Sales Region:	Loc

<b>Agency</b>	<b>Name:</b>	<b>BlueWest Media</b>
	Buying Contact:	
	Billing Contact:	BlueWest Media Email
		5130 E 18th Ave
		Denver, CO 80220

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM
Agency Commission:	15%

Advertiser	Name:	POL/Bernie Sanders/President/US/De
	Demographic:	HH
	Product Codes:	PL10
	Revenue Code 1:	AGY
	Revenue Code 2:	POL
	Revenue Code 3:	POL-CAND

New Business Thru: \_\_\_\_\_  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_  
Unit Code: General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
12/30/19	01/26/20	21	\$2,800.00	\$2,380.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
January 2020	21	\$2,800.00	\$2,380.00	0.00
<b>Totals</b>	<b>21</b>	<b>\$2,800.00</b>	<b>\$2,380.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
KCWI Local House			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
Des Moines IA KCWI	10%	\$2,800.00
Market	100%	\$28,000.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
EHO	0%	\$0.00
GHO	0%	\$0.00
KCCI	0%	\$0.00
KDIN	0%	\$0.00
KDSM	0%	\$0.00
KFPX	0%	\$0.00
KPWB	0%	\$0.00
KTIN	0%	\$0.00
UNKWN	90%	\$25,200.00
WHO	0%	\$0.00
WOI	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KCWI	12/31/19	01/06/20	M-F 5p-530p	CM	M-F 5p-530p	-1111--	:30	4	\$100.00	P2	0.00	NM	4	\$400.00
				Last Man Standing											
		Start Date	End Date	Weekdays		Spots/Week		Rate	Rating						

Order / Rev: 2297161  
Alt Order #:  
Flight Dates: 12/31/19 - 01/06/20

Advertiser: POL/Bernie Sanders/President/US/Dem  
Product Desc: Political - :30s  
Estimate: 1814

Des Moines IA KCWI

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 12/30/19		01/05/20	-1111--			4	\$100.00	0.00							
Week: 01/06/20		01/12/20	-----			0	\$100.00	0.00							
N 2	KCWI	12/31/19	01/06/20	EF Hour 3 The Goldbergs	CM	M-F 5-6p	1-1-1--	:30	3	\$125.00	P2	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 12/30/19		01/05/20	--1-1--			2	\$125.00	0.00							
Week: 01/06/20		01/12/20	1-----			1	\$125.00	0.00							
N 3	KCWI	12/31/19	01/06/20	Sa 530p-6p The Goldbergs	CM	Sa 530p-6p	-----1-	:30	1	\$100.00	P2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 12/30/19		01/05/20	-----1-			1	\$100.00	0.00							
Week: 01/06/20		01/12/20	-----			0	\$100.00	0.00							
N 4	KCWI	12/31/19	01/06/20	Su 5p-530p Mom	CM	Su 5p-530p	-----1	:30	1	\$100.00	P2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 12/30/19		01/05/20	-----1			1	\$100.00	0.00							
Week: 01/06/20		01/12/20	-----			0	\$100.00	0.00							
N 5	KCWI	12/31/19	01/06/20	LN M-F M-F CW Iowa News @ 9p	CM	9p-930p	11111--	:30	5	\$100.00	P3	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 12/30/19		01/05/20	-1111--			4	\$100.00	0.00							
Week: 01/06/20		01/12/20	1-----			1	\$100.00	0.00							
N 6	KCWI	12/31/19	01/06/20	LN Sa LN Sa CW Iowa 9p	CM	9p-930p	-----1-	:30	1	\$100.00	P3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 12/30/19		01/05/20	-----1-			1	\$100.00	0.00							
Week: 01/06/20		01/12/20	-----			0	\$100.00	0.00							
N 7	KCWI	12/31/19	01/06/20	LN Su LN Su CW Iowa 9p	CM	9p-930p	-----1	:30	1	\$100.00	P3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 12/30/19		01/05/20	-----1			1	\$100.00	0.00							
Week: 01/06/20		01/12/20	-----			0	\$100.00	0.00							
N 8	KCWI	12/31/19	01/06/20	M-F 6p-630p Modern Family	CM	M-F 6p-630p	1--1---	:30	2	\$225.00	P2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 12/30/19		01/05/20	---1---			1	\$225.00	0.00							
Week: 01/06/20		01/12/20	1-----			1	\$225.00	0.00							
N 9	KCWI	12/31/19	01/06/20	M-F 6p-630p M-F 6p-630p	CM	M-F 6p-630p	1-1-1--	:30	3	\$225.00	P2	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 12/30/19		01/05/20	--1-1--			2	\$225.00	0.00							
Week: 01/06/20		01/12/20	1-----			1	\$225.00	0.00							
													Totals	21	\$2,800.00